

Agricultural Communication and Leadership

Cross-reference to standards (main report)

Measurable Learner Objective and Task Statement	ShowMe Standards		National Standards
	Knowledge (Content)	Performance (Goals)	Agriculture, Food and Natural Resources (AFNR) Career Cluster Content Standards
Entire Course - Level			CS.02.03.03.b
A. Develop Knowledge of Ethics in Media			CS.01.04.01.a, CS.03.02.03.a
1. Explain the relevancy of ethics in media.	HP-6	G3-1, G3-2, G4-2, G4-3, G4-4, G4-7	
2. Evaluate the legitimacy of resources.	CA-3	G1-7, G3-1, G3-2, G3-6, G4-1, G4-4, G4-7	CS.01.01.04.b,
3. Qualify plagiarism.	CA-4	G1-7, G4-4	CS.01.01.05.a
4. Identify causes and effects of sensationalism.	HP-6	G-3, G3-2, G3-4, G3-5, G3-7, G4-4, G4-7	CS.01.01.05.a
Unit: See unit C: Analyze Agricultural Issues			
B. Gather and Analyze Research			CS.01.01.01.a, PST.05.02.05.C
1. Define a topic.			
2. Determine the purpose and relevancy of research.		G1-5, G1-7, G3-5	CS.01.01.04.b
3. Define and identify audience for research.		G3-6	
4. Research the historical background of an issue.	CA-3	G1-2, G3-6	CS.01.01.04.a
5. Identify, cite, date, and cross reference sources.	CA-3, CA-4	G1-4, G1-8, G3-6, G4-4	CS.01.01.04.b, CS.01.04.01.c, CS.03.01.01.a, CS.03.02.03.b
6. Conduct research interviews.	SS-7	G1-1, G3-6	CS.01.02.02.a
7. Summarize data.	CA-4, MA-1, MA-3, SS-7	G2-5, G3-5	CS.03.01.01.a, CS.05.03.01.a
Unit: See unit C: Analyze Agricultural Issues			
C. Analyze Agricultural Issues			CS.01.01.01.a, CS.01.01.04.b,
1. Explain and analyze Agricultural Issues, including environmental, Agricultural technology, animal issues, Agricultural career issues, economy/trade, Agricultural policy, and food safety.	CA-3, CA-6, HP-6, SC-3, SC-8	G1-2, G2-7, G3-1, G3-2, G3-3, G3-4, G3-5, G3-6, G3-7, G3-8, G4-1, G4-2, G4-3, G4-7,	CS.01.04.01.a, CS.01.05.01.a, CS.03.03.01.a

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2. Evaluate the impact of Agricultural Issues, including the impact on the agricultural community, general community, and policies.	CA-3, CA-6, HP-6, SC-3, SC-8	G1-10, G3-1, G3-2, G3-3, G3-4, G3-5, G3-6, G3-7, G3-8, G4-1, G4-2, G4-3, G4-7	CS.01.05.01.b, CS.03.03.01.b
Ethics, Research, & Issues Unit: Research, analyze information, and develop a presentation on an agricultural issue.	CA-3, CA-4, CA-5, CA-6, FA-1, HP-6, SC-3, SC-8	G2-7, G3-1, G3-2, G3-3, G3-4, G3-5, G3-6, G3-7, G3-8, G4-1, G4-2, G4-3, G4-5, G4-7	CS.01.04.01.c, CS.01.05.01.c, CS.03.01.01.c, CS.03.01.03.b
D. Develop Leadership Skills			CS.01.01.01.a
1. Utilize correct parliamentary procedure.		G4-6	
2. Describe the characteristics needed to develop desirable personal and social skills.		G4-4, G4-6, G4-7, G4-8	CS.01.02.01.a, CS.02.05.02.a, CS.02.05.03.a, CS.03.02.03.a
3. Describe the importance and process of developing better human relationships.		G4-4, G4-6, G4-7, G4-8	CS.01.02.01.a, CS.01.04.02.a, CS.01.04.04.a, CS.02.02.03.a, CS.02.06.02.a
4. Explain group dynamics and conflict resolution.	SC-3	G3-1, G3-2, G3-3, G3-4, G3-7, G4-4, G4-6	CS.01.01.06.a, CS.01.02.01.a, CS.01.02.04.a, CS.01.04.03.a, CS.01.05.03.a, CS.02.04.02.a, CS.03.02.02.c
5. Identify the traits of effective leaders and participate in leadership training through involved participation in FFA.		G4-6, G4-8	CS.01.02.01.b
Unit: Employ leadership skills through a group activity.		G4-6, G4-8	CS.01.01.01.c, CS.01.01.06.a, CS.01.02.01.c, CS.01.02.02.c, CS.01.04.04.c,
E. Develop Written Communication			CS.01.01.01.a, CS.09.02.01.b
1. Discuss the importance and use of written communications in agriculture.	CA-4		
2. Apply appropriate spelling and grammar when writing.	cA-1, CA-4		CS.03.01.01.a
3. Utilize planning and outline preparation in written communication.	CA-4	G1-8, G4-5	CS.01.01.03.a, CS.03.01.01.a,

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4. Create an appropriate page layout and design in MS word or publisher.	CA-5	G1-8, G2-7,	CS.03.01.01.a, CS.09.03.01.b
5. Compose a proper business letter.	CA-4	G2-5, G2-7	CS.03.01.01.a, CS.09.03.01.b
6. Construct and critique a short news article using an acceptable format.	CA-4	G2-1, G2-2, G2-5, G2-7	CS.03.01.01.a, CS.03.03.03.c, CS.09.03.01.b
Unit: Assemble a portfolio that demonstrates understanding of written communications.	CA-4	G2-1, G2-5, G2-7, G4-8	CS.03.01.01.c
F. Develop Oral Communication			CS.01.01.01.a
1. Define communication and explain components and importance of the communication process.	CA-1, SC-3		
2. Explain the meaning of listening and identifying important listening skills.	CA-1		
3. Compare and contrast verbal and nonverbal communication.	CA-1		
4. Identify barriers to communication and explain ways of overcoming barriers.	SC-3	G3-1, G3-3, G3-4, G3-6, G3-7	CS.01.02.02.b, CS.01.03.04.a, CS.01.06.03.a, CS.03.02.02.c
5. Formulate approaches to use in overcoming interference in the communication process.		G3-2, G3-3, G3-4, G3-6	CS.01.02.02.b, CS.01.06.03.c, CS.03.02.02.c
6. Demonstrate proper grammar, vocabulary, and pronunciation in oral communications.	CA-1, CA-5, CA-6		
7. Distinguish types of public speeches.	CA-5, FA-1		
8. Demonstrate and evaluate the characteristics of a good public speaker.	CA-1, CA-5, CA-6, FA-1		
Unit: Deliver a well developed oral presentation as well as appraise peer presentations.	CA-1, CA-5, CA-6, FA-1	G2-5, G2-1	CS.03.01.01.b, CS.03.03.03.a
G. Create Public Relations/ Advertising/ Marketing			CS.01.01.01.a, CS.09.02.01.b, CS.09.03.01.c
1. Define the elements of a communication plan.		G3-4	
2. Develop a promotion for an agribusiness company/organization.	CA-1, CA-4	G2-1, G2-5, G4-5	

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3. Create basic marketing tools for an agribusiness company/organization (i.e., business card, flyer, brochure).	CA-1, CA-4	G2-1, G2-5, G2-7	CS.03.01.01.a
4. Design a display for an agribusiness company/organization.	CA-5	G2-1, G2-5, G2-7	
5. Develop a press release.	CA-1, CA-4	G2-1, G2-5	CS.03.01.01.a
6. Design an ad for print, radio, and television.	CA-1, CA-4, CA-5	G2-1, G2-5, G2-7	CS.03.01.01.a
7. Approach and effectively communicate with a potential client.	CA-1	G3-2, G3-4, G3-6	CS.01.01.05.a, CS.05.01.01.c
8. Effectively handle client objections and resistance.	CA-1	G3-1, G3-2, G3-3, G3-4, G3-6, G3-7	CS.01.01.05.a, CS.05.01.01.c
Unit: Prepare a communications plan for a community/FFA event.	CA-1	G2-1, G2-5	CS.03.01.01.c, CS.03.01.03.a,
H. Utilize Multimedia			CS.01.01.01.a, CS.01.06.04.a, CS.09.02.01.b, CS.09.03.01.c
1. Develop a video presentation.	CA-1	G2-1, G2-5, G2-7	
2. Identify and evaluate social networking sites	CA-3	G1-9, G2-7, G3-1,	CS.01.01.05.a, CS.01.04.03.a
3. Discuss etiquette while preparing an email		G2-7	CS.01.01.05.a
4. Develop skills to create effective photography	CA-5, FA-1	G2-1, G2-7	
5. Design and publish a website.	CA-1, CA-3	G2-1, G2-5, G2-7	CS.03.01.01.a
6. Construct and present a multimedia presentation using PowerPoint or comparable software.	CA-1, CA-2, FA-1	G2-1, G2-5, G2-7	
Unit: Utilize multimedia to communicate, market, or inform a target audience about an Agricultural subject/area.	CA-5	G2-7, G2-1, G2-5	
I. Prepare for Careers and Employment			CS.01.01.01.a
1. Describe professional dress and personal grooming.		G3-1, G4-8	CS.01.01.05.a, CS.02.02.02.a
2. Practice interviewing skills		G2-6, G4-8	
3. Complete an employment application		G2-5, G2-1, G2-6, G4-8	
4. Obtain letters of recommendation		G2-6, G4-8	
5. Prepare of a written letter of application/cover letter.	CA-1, CA-4	G2-5, G2-1, G2-6, G4-8	CS.03.01.01.a

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6. Develop and utilize a resume	CA-1, CA-4	G2-5, G2-1, G2-6, G2-7, G4-8	CS.03.01.01.a, CS.03.01.02.c
7. Utilize networking skills (i.e. dining etiquette, handshakes, introductions, business cards, etc.).		G2-6, G3-1, G4-8	CS.01.01.05.a, CS.02.02.03.c
Unit: Demonstrate the skills necessary to become employable in desired career pathway.		G3-1, G4-8	CS.02.03.01.c, CS.02.03.03.c
J. Analyzing the SAE Program			CS.01.01.01.a, CS.01.01.05.c, CS.03.02.03.b
1. Complete summary forms in Missouri Agricultural Record Book for Secondary Students.	MA-1	G2-5	ABS.03.01.01.a
2. Complete the analysis forms in the Missouri Agricultural Record Book for Secondary Students.	MA-1	G2-5	ABS.03.01.01.a
3. Analyze and evaluate the SAE program.	MA-1	G3-1, G3-4, G3-8	CS.01.01.03.b, ABS.03.01.01.b
4. Identify awards that may be earned as a result of the SAE program.			CS.01.04.01.c,
Unit: Demonstrate an understanding of the process and value of analyzing SAE data by completing an FFA State Proficiency Award application.			
Other:			

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